

Bard Corporate Identity
Video

FIRST DRAFT
REVISED SCRIPT

Welcome to the world of Bard.

Our intention is to provide you an introduction to our company.

More than just a profile of products and services, we want to share with you our areas of expertise and our commitment to advancing the delivery of health care. We also want to share our core values, the things that make Bard so unique.

C. R. Bard, Incorporated is a world leader in developing and manufacturing advanced medical products and services.

Bard is among the top ten U. S. manufacturers of medical devices. We are comprised of approximately twelve thousand employees in more than one hundred locations throughout the world and we offer over eight thousand life-enhancing, innovative products.

As a multi-national company, Bard has approximately three billion dollars in sales annually. Of that, we invest hundreds of millions of dollars in innovation every year through the creation and acquisition of new technologies.

Since our beginnings, we have continuously pursued new ideas and imaginative solutions. At Bard, we are committed to innovation that offers superior clinical benefits while helping to reduce overall costs in health care.

We focus in three areas of disease management: urology, vascular disease, and oncology. We also focus in some select surgical specialty areas as well.

Let's take a moment to review them.

More than one hundred years ago, Bard had its beginnings in urology when Charles Russell Bard introduced GOMENOL (gō-me-'nōl), in 1907, for urinary tract discomfort. In 1932, Bard introduced the first FOLEY urinary catheter.

Today, we provide long-established and innovative products for urological drainage and continence, for managing prostate disease, and for endourology (en-do-yù-ral-ə-jē).

One Bard innovation is the AJUST ('a-jəst) adjustable, single-incision mesh sling for sub-urethral (sub-yù-rē-ther-əl) support in continence therapy. The AJUST allows doctors to easily position the sling and set optimal tension for patients all through one incision.

Bard is a leading innovator in vascular disease management. In 1940, Bard introduced the first American woven graft and, in 1954, the first arterial prosthesis with Doctor DeBakey (de-bā-kē).

In our tradition of *firsts*, Bard continues to introduce new technologies and new products for peripheral angioplasty, stenting, and electrophysiology procedures.

Bard also provides advanced products and services for dialysis access and for peripheral vascular bypass procedures.

One of our innovative products is LIFESTENT (life-stent), the first FDA approved-for-use, superficial femoral artery stent. Another innovation is the RADIA ('rād-ē-ə) family of steerable catheters for electrophysiology. With enhanced steer-ability, the catheters offer precise placement with superior tissue contact and signal clarity.

In oncology disease management, Bard is a leader with some new and very exciting products and innovations like SIMS (simz) vacuum-assisted biopsy technology. SIMS is *single-insertion / multiple-sample* technology which means biopsy devices with SIMS allow doctors to take multiple tissue samples sequentially with less patient trauma.

More recently, Bard introduced SHERLOCK 3 CG, a tip location and confirmation system for placing peripherally-inserted central catheters otherwise called PICC ('pik) lines. Bard also introduced the ENCORE ('än-kō[ə]r) ENSPIRE system of breast biopsy, marker, and care products. ENCORE ENSPIRE allows sampling in both open and closed systems.

Bard provides innovations for cancer biopsy assessment, venous access, and brachytherapy (brā-kē-'ther-ə-pē) seed delivery. We also offer advanced products for feeding and chronic and acute dialysis treatment.

You can see why we are so proud of our contributions and expertise in urology, oncology, and vascular disease management. But, we have also been providing innovations in surgical specialty areas.

Some of the specialty areas in which we focus are soft tissue repair and mechanical fixation. We also focus in laparoscopic and hysteroscopic procedures, in orthopedics with powered irrigation and auto-transfusion, and in topical hemostasis and wound management.

Some recent, exciting Bard innovations include the introduction of SORBAFIX ('sôr- bă-'fiks), absorbable hernia mesh fixation products, and ECHO PS ('ek-ō – pē-es) placement system for deployment and positioning of mesh in laparoscopic hernia repair.

At Bard, our core values of Quality, Integrity, Service, and Innovation drive every aspect of our business. They represent our compassion and commitment to making a difference for people and their health care around the world.

We take quality seriously.

For us, Bard Quality is about meeting the needs and exceeding the expectations of healthcare professionals and patients with innovative, life-enhancing medical technology.

We are passionate about our work and it shows in the quality of our products, our services, and our people.

Everything we do is guided by our commitment to integrity.

For us, Bard Integrity is about ethical principles and practices, having moral excellence in all we do. We believe integrity is vital to medical practices in how we serve healthcare professionals and patients.

To that end, Bard is a member of AdvaMed, the Advanced Medical Technology Association in the United States. We embrace AdvaMed policies and *Code of Ethics on Interactions with Health Care Professionals*.

As part of our commitment to integrity, Bard works with small businesses owned by women, minorities, veterans, and service-disabled veterans.

We are committed to delivering quality *service*.

We have a long history of serving healthcare professionals in managing treatments, in addressing clinical challenges, in supporting proper utilization, in controlling risks, in reducing costs, and in delivering quality, effective care.

For us, Bard Service is about caring for others, making a meaningful, significant difference in people's lives.

In addition to serving our medical communities, Bard serves the communities in which we live and work with giving programs, community outreach, product donations, and other charitable support.

Innovation is essential to health care.

Bard Innovation is about improving patient care, searching for new solutions, creating new opportunities, and delivering measureable, sustainable clinical and economic value.

Bard is committed to innovation, sourcing and maintaining a steady stream of new, inventive products.

Through Quality, Integrity, Service, and Innovation there are no limits to the impact we have on people's lives.

Bard is advancing the delivery of health care... in urology, in vascular disease, in oncology, and surgical specialty areas.

Thank you for allowing us to share our passion. We look forward to serving you.